



# Food and drink X WTA.

Growing your food and beverage brand  
internationally.

Logistics doesn't have to be a maze.

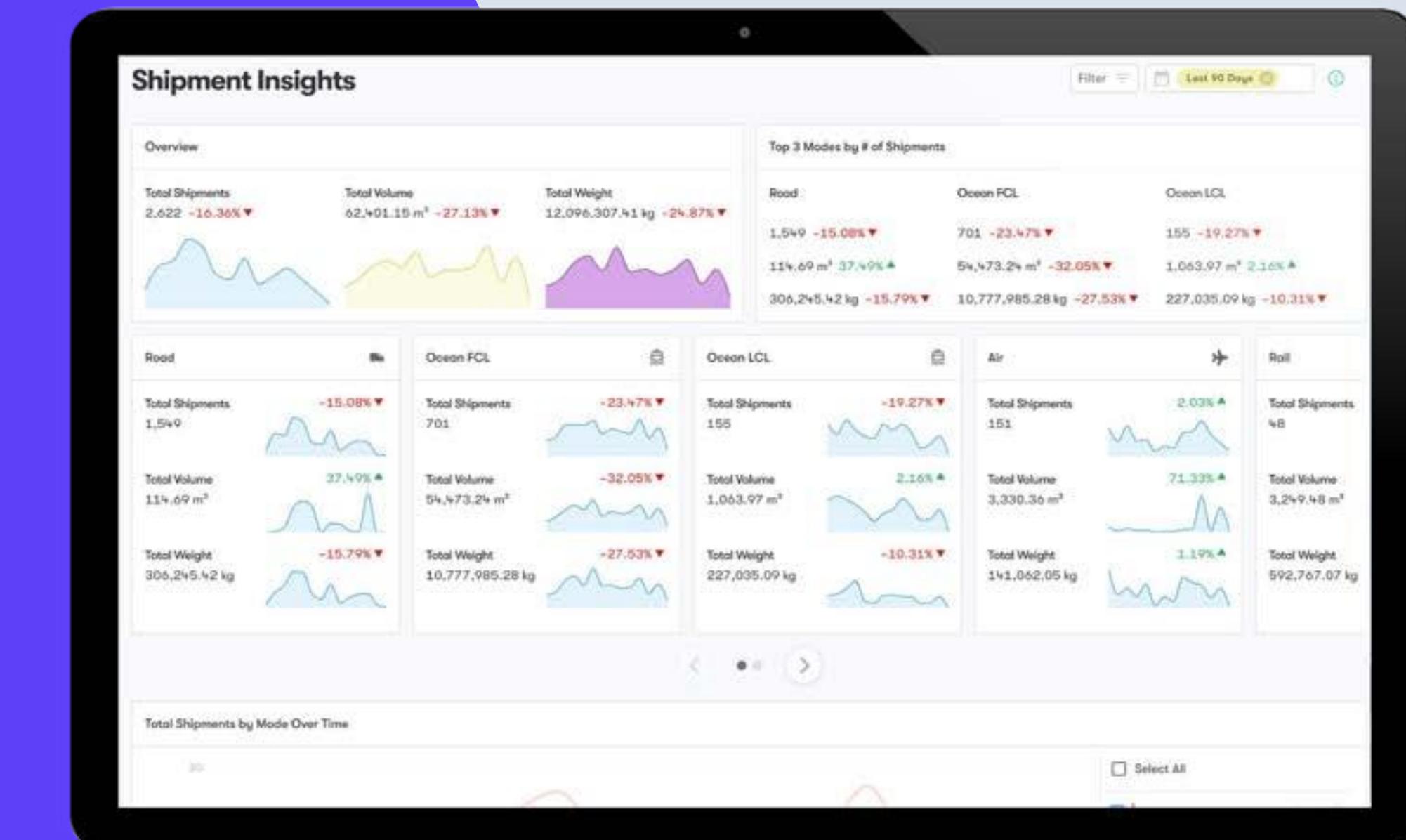
# International team of food and beverage (F&B) experts.

Combined with our extensive global network and our powerful platform, WTA can help you expand your operations internationally with ease across any trade lane.

When you combine the **WTA** team with the **WTA** platform, you will see accelerated growth with the ability to make data-driven decisions.

## The **WTA** promise

- First-class customer service and partnership.
- Focus on adding value and innovation.
- Complete supply chain visibility.
- Solutions designed for growing businesses.
- Supporting sustainable supply chains.



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# 01 Growth strategies

As you would expect, the international food market is enormous, offering huge growth potential for businesses. It's expected to reach US\$7trn this year, and an annual growth rate of 6.3% until 2027.

A lot of this growth is driven by China which is expected to show annual growth of over 11%.

The logo for WTA (Women's Tennis Association) is displayed in a large, stylized, lowercase font. The letters 'wta' are white with a thin black outline, set against a solid blue circular background.

**So, it feels a good place to start our exploration is with China.**

China is the world's second-largest buyer of imported food and beverage after the USA. Chinese citizens tend to consume over half their calories through grain, but with a large population and a history of natural disasters, China does not produce enough food to feed its population yet.

They have a burgeoning middle-class causing a surge in demand for non-local food such as olive oil, chocolate etc.

Demand for products aimed at women are reportedly increasing dramatically. With a higher level of education and income, more than 400 million Chinese women that are aged between 20-60 years old enjoying increased consumption power.

Like in many western markets, demand for milk and meat alternatives continues to rise and is regarded as a permanent shift in buying habits.

In summary, with a market size of 1.4 billion people and countless potential market entry points, China represents a mouthwatering prospect for food and drink exporters.

## The United States

The US is an attractive market due to its large, affluent and diverse population. There is a relatively stable economy and established infrastructure. Regulatory barriers are low, and tariffs are manageable. The political relationship between the UK and US is extremely strong and can be relied upon.

Consequently, British goods are LOVED in America. The US is a great market for high-value, niche and on-trend products. But your marketing strategy and USP must go beyond novelty and British if you're to experience real success, these are only elements that will help.

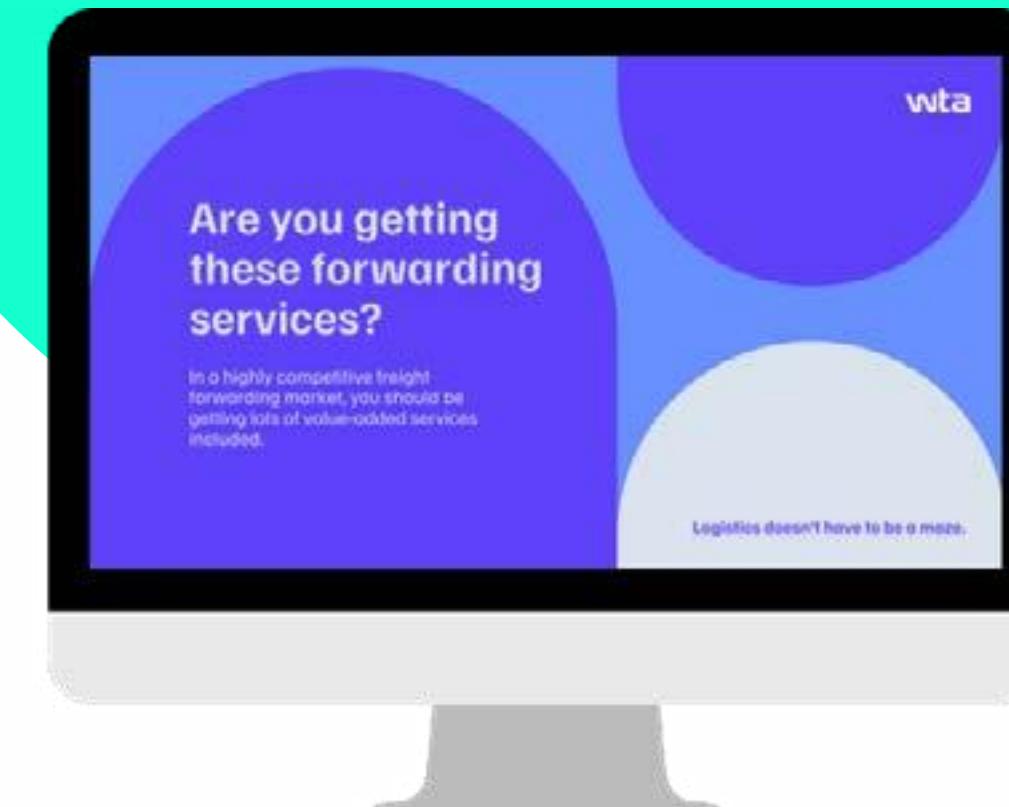
Private label sales have been growing, as have high-end imports such as sparkling wines, cheeses and gin.

## Canada

Canada has an affluent customer base with a strong appetite for free-from products, organic and health foods. There is also demand for religious, snack and convenience foods.

Like the US there are opportunities for premium products, especially niche meats and fine cheeses. With plenty of cultural similarities and regular shipping lines, Canada represents an exciting prospect.

**Find out what services you should be getting from your food and drink logistics provider. [Read our PDF here.](#)**



### How do I choose which market to export into?

- In-market research
- Online research
- Calculate customer demand
- Understand market size and segments
- Understand the competition
- Research current market conditions
- Ease of entry into the market
- Research local infrastructure
- Decide if you need to adapt your product
- Customer demand vs ease of entry
- Research free trade agreements

## Australia and New Zealand

Exports from the UK into these countries have doubled in recent years, with a small slowdown over covid.

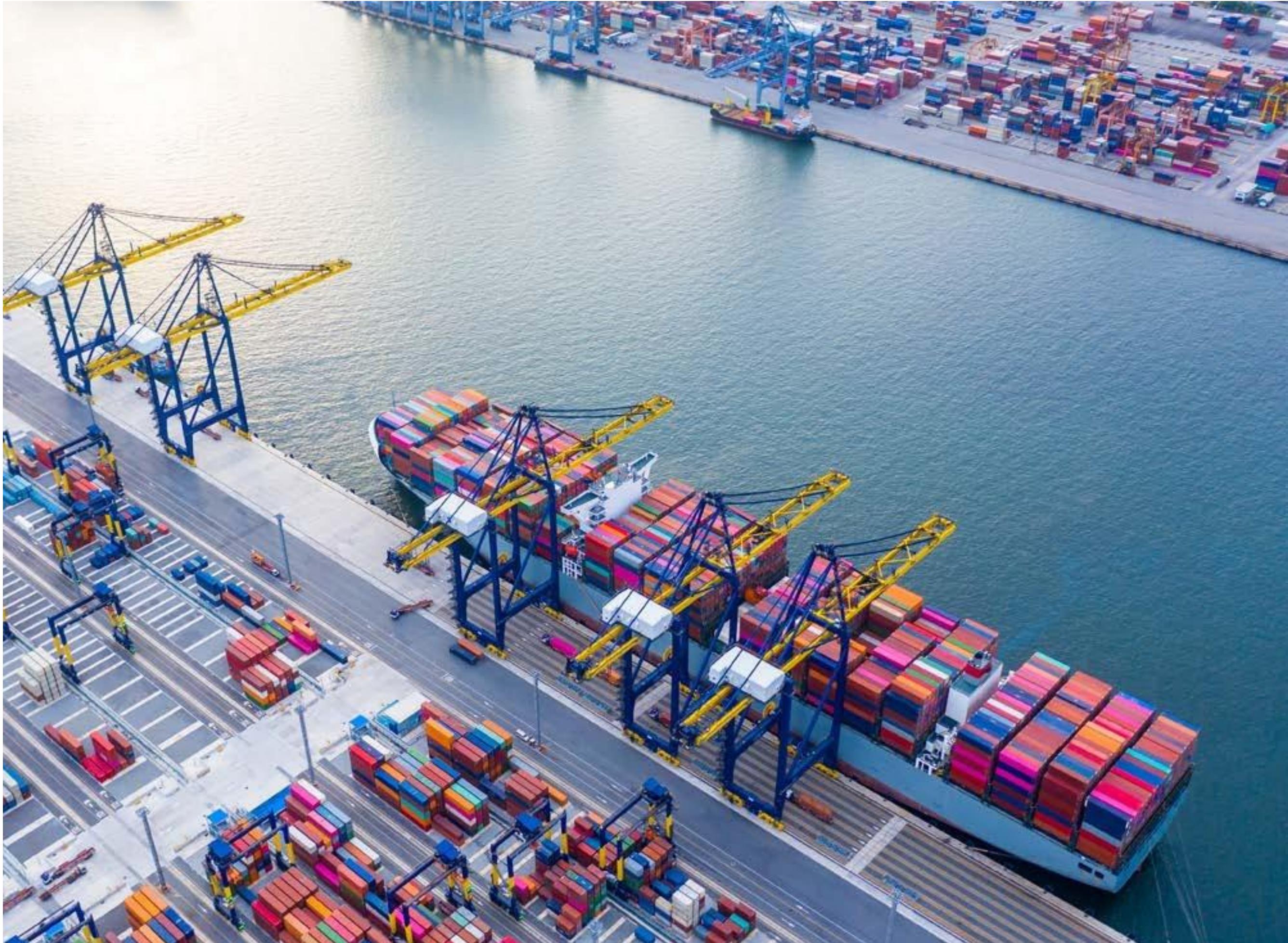
As a consequence of the recent free trade deal the UK has signed with both nations, exporting or importing food or drink from Australia and New Zealand has never been easier.

Premium products are again a focus, particularly in the beverage sector. Like many Western countries, there is an increased focus on health, sustainability and convenience.

## Norway

The market size is quite small, but getting national coverage is relatively quick. Opportunities tend to focus on health, free-from, vegetarian, vegan and plant-based foods.

Tariffs are simple, except in agriculture where it gets a little more complex.



# 02

# Export ready



Check whether you need to adapt your labelling or packaging.



Understand duties and taxes, as well as rules around proof of origin.



Understand local regulations regarding your product. Import permits and approval restrictions may be needed.



Use Harmonising System (HS) or commodity codes. You may also need measuring codes, depending on ingredients and destinations.



Understand any relevant local regulations around eCommerce.



Understand any relevant local regulations around supplying a service.



Understand local data regulation and data protection, as well as IP and legal protection.



Know what is needed for customs declarations. Ensure you have proper approvals to enable export and import clearances.



Ensure you have relevant approvals and corresponding paperwork, from agencies if necessary.



Agree on terms and conditions with your buyer.



## 03 WTA

**+5,900**

Customers across 122 countries.

**+80**

Food customers  
Serving over 63 countries.

**+140,000**

Shipping tonnes of food each year.

**36%**

of our colleagues have Worked at WTA for over 10 years.

**+20,000**

Food shipments a year.

**8**

International offices.

**679**

Trade lanes.

**+110 yrs**

Plenty of experience in in freight.

## 04 JDE x WTA

Jacobs Douwe Egberts are the world's leading pure-play coffee and tea company, headquartered in The Netherlands.

JDE's relationship with WTA goes back over 20 years. Our work is mostly with their R&D department, transporting top secret product innovations between European destinations, including France, Germany and the Netherlands. Vital for ensuring JDE maintain position as a market leader in their industry.



JACOBS DOUWE EGBERTS



**“WTA are an excellent support pillar for our business, ensuring we have goods and samples in the correct place at the correct time to keep our development programs on track.**

**In research and development shipment requests are always changing and sometimes come in late, WTA are always there and flexible to keep up with our fast pace of innovation. WTA are quick and reliable to keep goods moving from all parts of the world.”**

**Charles Edge, R&D Facilities Manager, JDE**



Food and Drink X WTA

04

## Butternut Box x WTA

Butternut Box have been innovators in the dog food sector since 2016. Passionate about pet health with the delivery of gorgeous, home-cooked meals as part of a subscription service. Since 2022, we have been a key part of their international supply chain, moving up to 20 containers a month to destinations globally with complete visibility and tackling the customs procedures that come with it.

Butternut  
Box

**“We are really happy with the service so far and are looking forward to the start of a long term partnership with WTA.”**

**Louise Twidle, Export  
Coordinator, Butternut Box**



Food and Drink X WTA

04

## Ludwig x WTA



Established in 2005, Ludwig Foods are an importer of a huge range of Polish food and drink to the US market.

Based in Illinois, Ludwig distribute grocery, dairy, sweet, and frozen products to stores and individuals across the state and beyond.

Ludwig are bringing a large range of Polish food and drink into the US market via both sea and air freight. Serving the huge numbers of Polish-American citizens that live in Illinois and the surrounding states.

Consequently, Ludwig need a highly-capable customs broker, who can keep them updated on container movements whilst handling the three aspects which make this clearance job particularly complex:

- Food and drink
- US customs
- 100+ product lines per container

**“We’ve worked with WTA for years now and their great service is hugely important to us. They regularly keep me updated on the location of my containers in transit and the dates I can expect them on-site, which really supports our business operations.**

**WTA have played a key part in our growth at Ludwig Foods in recent years.”**

**Mark Mojsa, Ludwig Foods**



Food and Drink X WTA



# 05 Planes, Trains and Automobiles



## Sea freight

When looking to import or export food, sea freight is generally viewed as the most cost-effective option. Flexible transit times, routes, competitive rates and services that are tailored to your requirements utilising all the carrier networks.

We offer full container loads (FCL) and less than container load (LCL) solutions, through our WTA consolidation service. This is a great service for businesses just starting out in exporting.

We also have the following available for temperature-controlled goods:

- Reefer containers, with gensets
- Insulated kits installed, to the containers
- Pallet shrouds if LCL
- Below deck storage options



## Air freight

Far faster than delivery by sea, air freight is when speed is driving your decision-making. For those with very tight deadlines, needing speedy delivery, such as with perishable food, air freight is an advantageous option.

Some of the key features of our air freight logistics include:

- Door-to-door / Door-to-airport service
- Temperature controlled
- Full-scale projects
- Dangerous goods
- Flexible air freight rates
- Excellent relationships with major carriers



## Road freight

Being an independent company, we can offer increased flexibility which allows us to provide unique expertise in the consolidation and movement of freight. Our robust international transport network allows us to provide customers with scheduled departures, fast transit times, reliability and maximum control.

We operate services for full and part load road transport, providing our customers with door-to-door deliveries through our international network.

We also provide temperature-controlled vehicles for full loads.

# 06 Total visibility



Our WTA Platform makes supply chains work harder, becoming a strategic part of your business. In the current economic climate, supply chains are high on risk registers. WTA will give you the necessary data to cut costs, find efficiencies and minimise risk through our cloud-based platform.

With the WTA platform, you can **monitor the location, temperature, humidity, light and shocks of freight** during all stages of transportation.

**Cloud-based tool, access from anywhere.**

**Workflow automation and task management.**

**Customs management and approval.**

**PO and invoice management.**

**Online sales and booking portal.**

**Carbon emission calculator and reports.**

**Temperature controlled monitoring.**

**Searchable, shareable data and reporting.**

**Integration into your other systems, eg finance and order management.**

**Track and trace all in one place, in real-time.**



# 07 Customs

This is not just any broker, these are WTA brokers...

WTA food and drink brokers do more than just clear goods. They analyse your customs to help you optimise your strategy and spending. With teams across the globe have built strong relationships with the government agencies who manage customs, to ensure they are up-to-date and optimised when supporting your supply chain.

Our platform is how your broker clears shipments. It's where data on inventory, commercial invoices and other essential documents are stored.

It's where the real-time tracking of the movement of goods allows the team to manage exception in a timely fashion, minimising delays to your supply chain.

Our platform integrates with all main government customs systems, and integrations are expanding with customer needs.

## 07 Customs



**Understand exactly the shipment costs associated to an SKU. Make landing costs an easy figure to calculate.**



**Pre-defined booking rules to make sure orders are accurate and contain all needed information.**



**Create reports and dashboards allowing you to see information in a way that helps your business.**



**Predict the risk of shipments being delayed based on inventory and order health scores.**

# 08 Cold chains

## Closed-loop wireless monitoring

Our cold chain temperature monitor module within our platform is essential where a temperature-controlled supply chain is critical to product quality and safety. For when temperature needs to be uninterrupted from production to storage to distribution.

Our platform module provides our customers with the added reassurance that not only environmental conditions are being monitored and recorded, but that you can check on the data in real-time, as well as set alerts should the temperature change.

[For more on WTA's cold chain service, see our cold chain brochure here.](#)



But our monitoring runs far deeper than only temperature.

Through our transmitters, you're able to monitor for **humidity**, **light and shocks of freight** at all stages of transportation. Unparalleled levels of insight.

## How does the system work?

Before a container is sealed a WTA wireless transmitter is added. Each transmitter will log the temperature at 10-minute data intervals. This will continue through all modes of transport in the journey and will stop once the container is unpacked in a warehouse.

# 09

# Warehousing

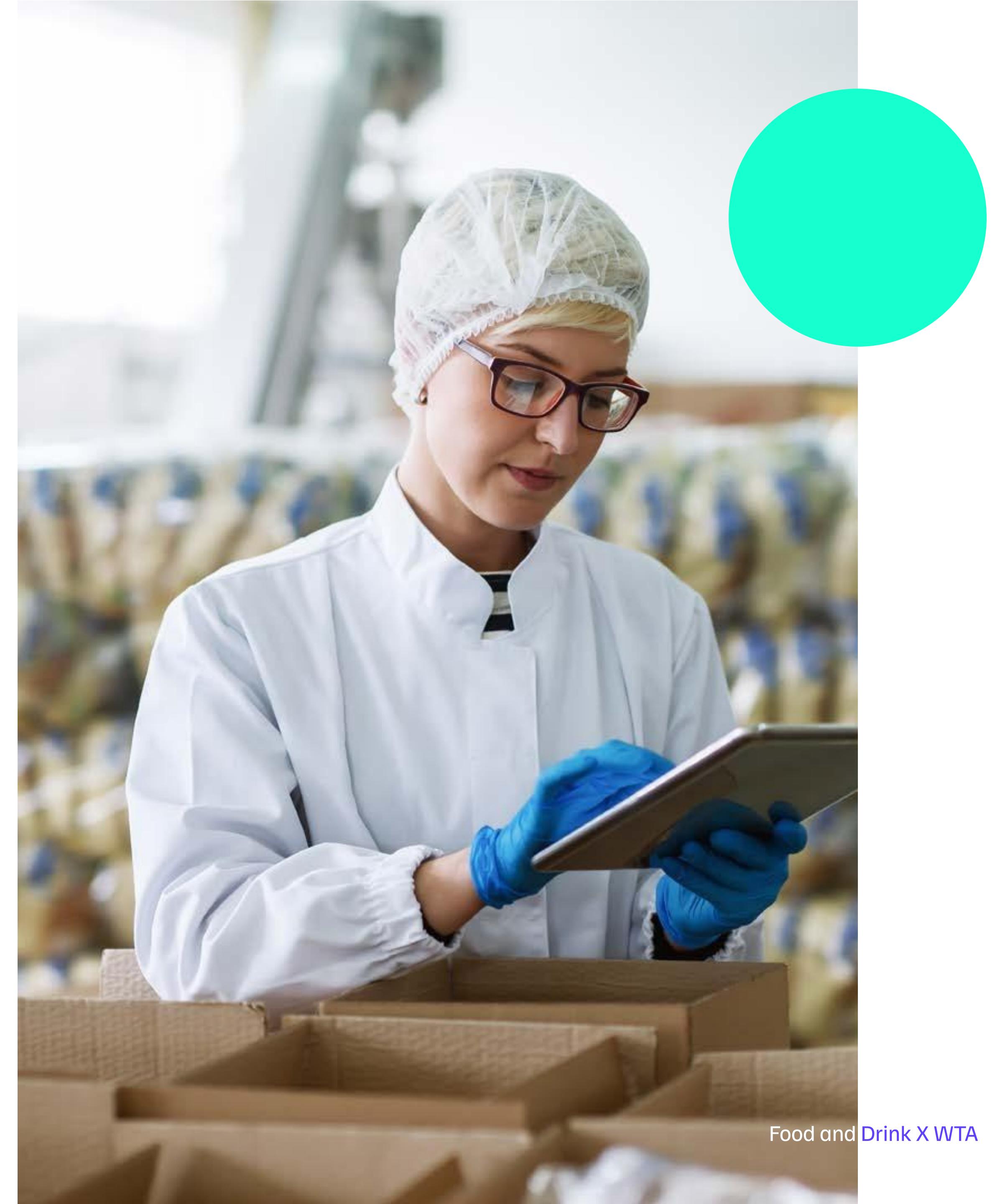
## Warehouse management

WTA can handle your storage and distribution needs with care and efficiency, with our international warehouse team, who specialise in food and beverage warehousing and distribution.

WTA will help you find the right solution for your business, so whether you are looking for production-remove, co-packaging, distribution services or e-commerce services, speak to the team.

## What makes our warehouse perfect for our F&B customers?

- Ambient, cold and frozen warehousing.
- Chamber freezing, blast freezing and inverting options.
- Customs exam station and FDA-approved sites, perfect for US expansion.
- Our warehouses are BRCGS or local equivalent.





**WTA saved one of the largest food manufacturers in the UK over £100,000 through reduced shipments over the last 12 months due to WTA's on-port parameters.**

### **What, there's more?**

Our warehouse in The Netherlands is an approved site for Walmart, having been independently audited and authorised. Our New York warehouse has on-port parameters, meaning that containers are not restricted to usual road weight limits. Therefore, WTA can ship overweights containers on behalf of our customers.

# 10 Order management

## **Our platform makes working with suppliers and customers simple.**

Our order management module provides complete visibility from purchase orders and fulfilment to final delivery. Whether it is you placing orders with your suppliers, or customers placing orders with you. When goods are in transit, our platform can take control of the visibility for your teams.

### **Importing**

#### **1. System integration**

Our platform is designed to integrate with our customers' internal systems, to allow data integrity and workflow automation. With some APIs set up ready to go, our platform has been designed to make any integration simple, as not all organisations only use the no1 market products. Our in-house development team will work with you to make sure you get the set-up you need.

#### **2. Workflow automation**

Set booking and approval rules, automate manual data entry, and automatically alert your team of order confirmation and cargo arrival dates or possible delays

#### **3. Manage incoming ingredients in transit**

Being able to see which POs are in which container, so you have real-time data and management even at the early stages of your supply chain.

#### **4. Make strategic decisions regarding procurement**

Calculated costs by order and understanding of bottlenecks and surface opportunities.

## Exporting and fulfilment

### 5. Allow customer POs to be integrated into our platform

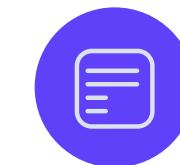
Attaching orders to export shipments and allowing easy fulfilment. Integrate our platform to your warehouse management system.



**Integration** of our platform into your systems.



**Integration** of our platform into supplier and customer systems.



**Transport and order planning** with EDI setup.



**Order picking** by the WTA team.



**Repacking/re-sleeving** (inners and outers) by the WTA team.



**Co-pack** for multi-branding by WTA team.



**PDQs** by the WTA team.



**Unit labelling** by the WTA team.



**Date coding** individual sales units.



Manage both ingredient imports and sales exports in one system.

# 11 Product recall

**Recall can happen at any time and is full of risk. We work with our customers to perform regular test runs, making sure if a crisis occurs everything would run smoothly. This has involved a surprise test at 3am on a Sunday morning!**

Customers can advise WTA of a product needing to be recalled. We will require the SKU number and batch code, to track the product accurately and quickly within the warehouse.

The warehouse tracking capability integrated with our platform will advise those not sold, but crucially those that have been shipped and to where.

We will immediately place a hold on the items so no further products can be shipped. Any already with carriers will immediately be rung, and formally emailed to ensure any deliveries do not take place. Clients will inform their buyers of the issue, and to put notices in stores, online etc.

We then take advice from our customer on how to proceed with the recalled goods. E.g. some would like us to destroy the batch with a certificate of destruction; or some want further lab testing, which we can assist with.

This has included:

- Sodium levels
- X-ray detection
- Salt content

# 12 The last-mile delivery

Where customers have a WTA warehouse, we can offer last-mile delivery, completing the final step in the supply chain operation.

With the rising demand of customers and time sensitivities within the F&B sector, using your trusted WTA team combined with our platform allows you to have control of your supply chain in a way you have never had before.

We also organise Less than Truck Load (LTL) and Full Truck Load (FTL) to transport directly from origin to destination without cross-docking at a terminal.

# 13 Sustainable supply chains

# Sustainable supply chains for sustainable business.

Aligning ESG ambitions to a supply chain strategy can be difficult. But WTA have a four-pillar approach to sustainable logistics which we use with all our customers.





## Report

Knowing your carbon impact and producing reports that follow TCFD etc is key. That's why our platform makes it easy to know exactly the impact your supply chain is having, so you are informed in your strategic decision-making.



## Reduce

Working with the WTA team, we will work to create optimal journeys balancing environmental factors with other factors such as cost and speed. Our WTA platform features a CO2 emission tracker for all your freight transportations.



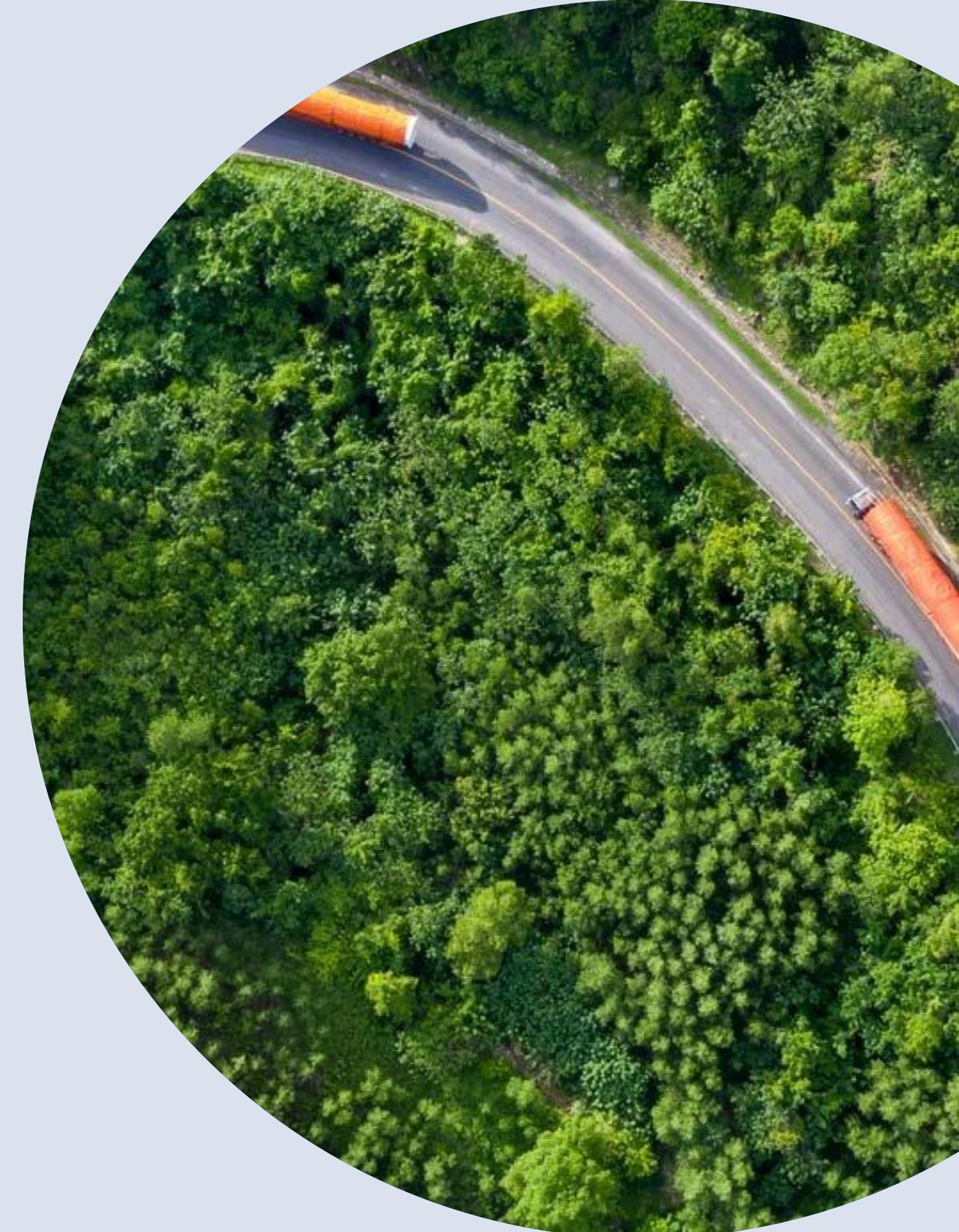
## Recycle

WTA can coordinate the donation of unused food and beverages to local food banks, reaching environmental goals together.

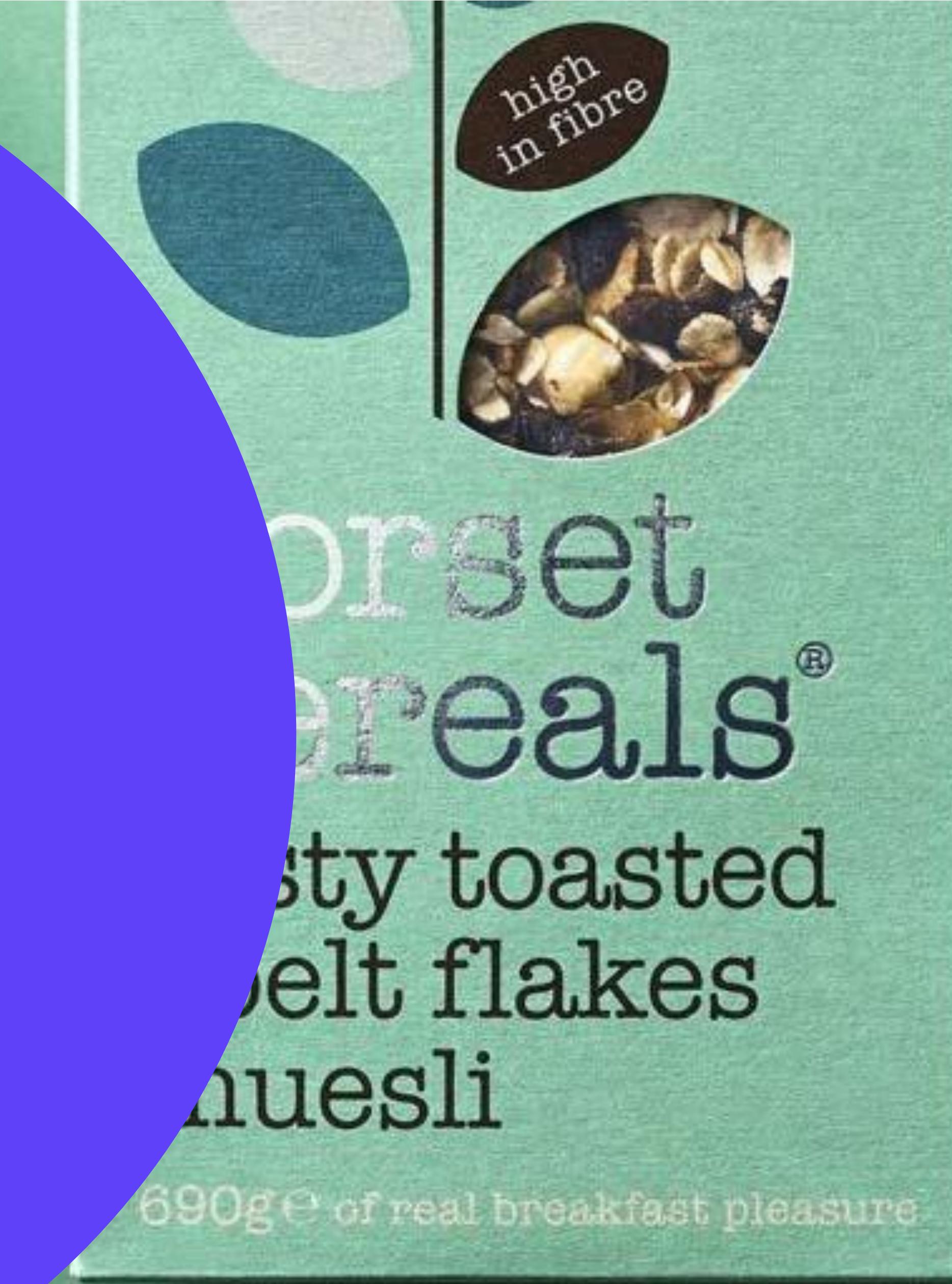


## Renew

Going renewable, through green lanes and biofuels is the best option for the planet. WTA can help you navigate green lanes and decide where they may be appropriate for your business, whilst maintaining schedule integrity.

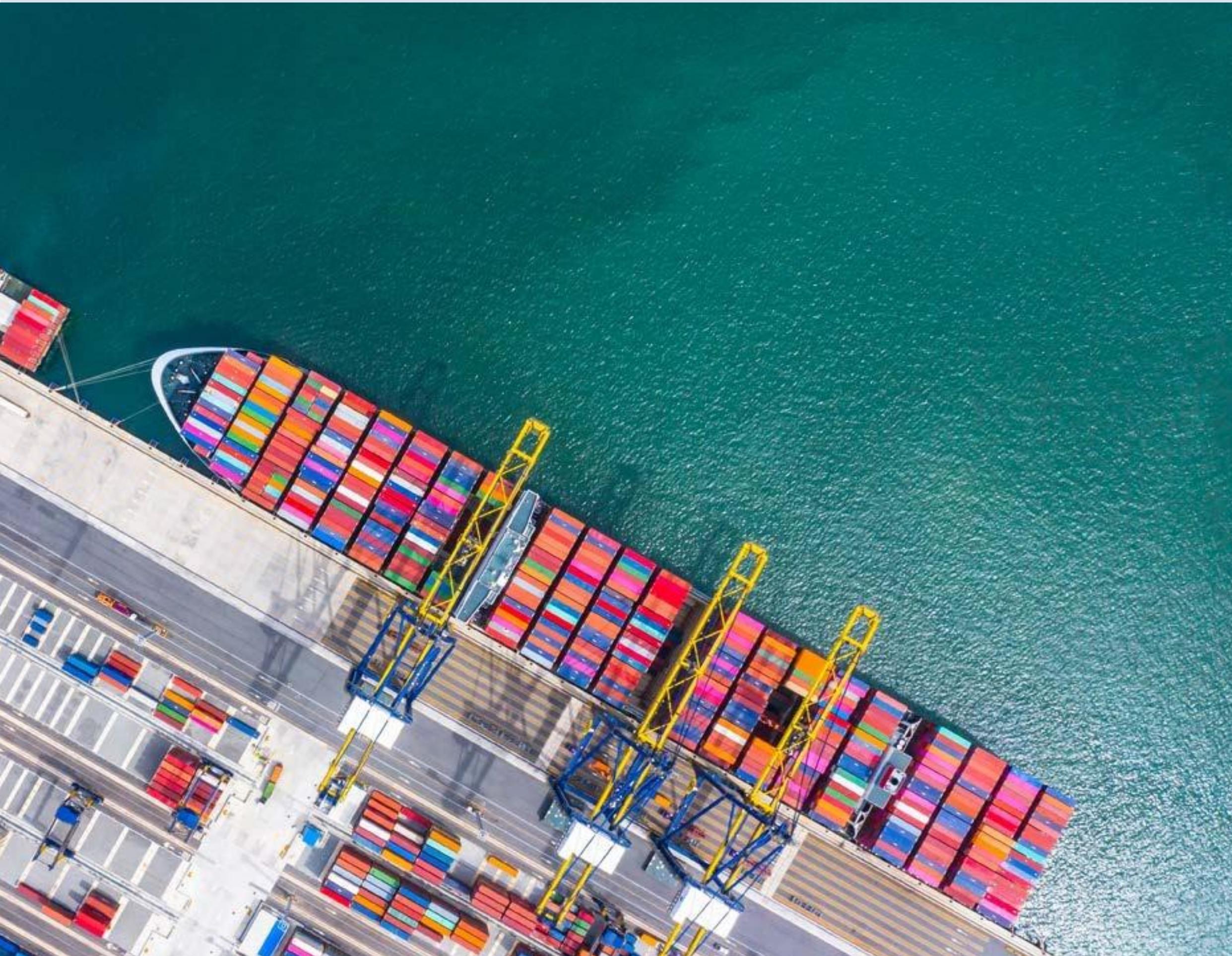


Jordans Dorset  
Ryvita  
x  
WTA





**“What amazes me about the WTA is their commitment to customer service and high-quality delivery. We have been working with the team for many years, and that long-term relationship is built on trust, dedication and a true partnership approach to logistics. They have allowed us to expand our business internationally and make the logistics and customs element of this growth really straight-forward.”**



# Meet Liam Launders

Head of Sales, WTA

[liam.launders@wtagroup.com](mailto:liam.launders@wtagroup.com)



Liam has over 10 years of experience in international logistics. In that time he's worked his way up from a junior operator to leading our customer excellence team and now heading up sales.

During the rapid rise, he has developed a deep understanding of all transport modes and is loved for his attentive, constructive, and realistic approach. Customers value his honesty and clarity. Always providing accurate timelines and practical solutions that keep shipments

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